IN THE CLAIMS:

1.   (Currently Amended) A computer implemented method of accepting reservation requests in a reservation system, comprising:

building a reservation comprises a set of individual services responsive to user input to the reservation system;

receiving a request for a customized service in the reservation, wherein the request includes-customized service is parameters that are not predefined by the reservation system;

determining if the customized service may be provided based on [[the]] customized service parameters associated with the customized service; and

accepting the request for the customized service into the reservation system when [[if]] the customized service may be provided, wherein the accepting is sent to a customer.

2.   (Currently Amended) The computer implemented method of claim 1, wherein determining if the customized service may be provided includes comparing the customized service parameters to a set of rules associated with the reservation system.

3.   (Currently Amended) The computer implemented method of claim 2, wherein the rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

4.   (Currently Amended) The computer implemented method of claim 3, wherein if the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

5.   (Currently Amended) The computer implemented method of claim 3, wherein determining if the customized service may be provided further includes:

determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and

determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

6.   (Currently Amended) The computer implemented method of claim 5, wherein determining if the customized service may be provided further includes:

requesting the customized service from a service provider;

receiving a response from the service provider; and

determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

7.   (Currently Amended) The computer implemented method of claim 1, further comprising:

providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

8.   (Currently Amended) The computer implemented method of claim 7, wherein the software interface is one of an applet and a script.

9.   (Currently Amended) The computer implemented method of claim 1, further comprising:

making a reservation based on the request for the customized service; and

scheduling the customized service.

10.   (Currently Amended) The computer implemented method of claim 9, wherein scheduling the customized service includes scheduling the customized service with one or more service provider reservation systems.

11.   (Currently Amended) A computer program product in a computer readable medium for accepting reservation requests in a reservation system, comprising:

first instructions for building a reservation comprises a set of individual services responsive to user input to the reservation system;

second first instructions for receiving a request for a customized service in the reservation, wherein the request includes customized service is parameters that are not predefined by the reservation system;

third second instructions for determining if the customized service may be provided based on [[the]] customized service parameters associated with the customized service; and

fourth third instructions for accepting the request for the customized service into the reservation system when [[if]] the customized service may be provided, wherein the accepting is sent to a customer.

12.   (Currently Amended) The computer program product of claim 11, wherein the third second instructions for determining if the customized service may be provided include instructions for comparing the customized service parameters to a set of rules associated with the reservation system.

13.   (Original) The computer program product of claim 12, wherein the rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

14.   (Original) The computer program product of claim 13, wherein if the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

15.   (Currently Amended) The computer program product of claim 13, wherein the third second instructions for determining if the customized service may be provided further include:
        instructions for determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and
        instructions for determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

16.   (Currently Amended) The computer program product of claim 15, wherein the third second instructions for determining if the customized service may be provided further include:
        instructions for requesting the customized service from a service provider;
        instructions for receiving a response from the service provider; and
        instructions for determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

17. (Currently Amended) The computer program product of claim 11, further comprising:

fifth fourth instructions for providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

18. (Original) The computer program product of claim 17, wherein the software interface is one of an applet and a script.

19. (Currently Amended) The computer program product of claim 11, further comprising:

fifth fourth instructions for making a reservation based on the request for the customized service; and

sixth fifth instructions for scheduling the customized service.

20. (Original) The computer program product of claim 19, wherein the sixth fifth instructions for scheduling the customized service include instructions for scheduling the customized service with one or more service provider reservation systems.

21. (Currently Amended) An apparatus for accepting reservation requests in a reservation system, comprising:

means for building a reservation comprises a set of individual services responsive to user input to the reservation system;

means for receiving a request for a customized service, wherein the request includes customized service is parameters that are not predefined by the reservation system;

means for determining if the customized service may be provided based on [[the]] customized service parameters associated with the customized request; and

means for accepting the request for the customized service into the reservation when [[if]] the customized service may be provided, wherein the accepting is sent to a customer.

22. (Original) The apparatus of claim 21, wherein the means for determining if the customized service may be provided includes means for comparing the customized service parameters to a set of rules associated with the reservation system.

23.   (Original) The apparatus of claim 22, wherein the rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

24.   (Original) The apparatus of claim 23, wherein if the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

25.   (Original) The apparatus of claim 23, wherein the means for determining if the customized service may be provided further includes:

means for determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and

means for determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

26.   (Original) The apparatus of claim 25, wherein the means for determining if the customized service may be provided further includes:

means for requesting the customized service from a service provider;

means for receiving a response from the service provider; and

means for determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

27.   (Original) The apparatus of claim 21, further comprising:

means for providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

28.   (Original) The apparatus of claim 27, wherein the software interface is one of an applet and a script.

29.   (Original) The apparatus of claim 21, further comprising:

means for making a reservation based on the request for the customized service; and

means for scheduling the customized service.

30.   (Original) The apparatus of claim 29, wherein the means for scheduling the customized service includes means for scheduling the customized service with one or more service provider reservation systems.

31.   (Currently Amended) A reservation system, comprising:
       a reservation server; and
       at least one client device coupled to the reservation server, wherein the client device submits a request for a customized service to the reservation server, wherein the customized service is the request including one or more customized service parameters that are not predefined by the reservation server, and wherein the reservation server determines if the customized service may be provided based on the one or more customized service parameters associated with the customized request and accepts the request for the customized service into the reservation service when [[if]] the customized service may be provided, wherein the accepting is sent to a customer.

32.   (Original) The system of claim 31, wherein the at least one client device is coupled to the reservation server via at least one of a data network, a telecommunications network, a cellular network, a satellite communication network, an infrared communication network, a Bluetooth network, and a Wireless Application Protocol network.

33.   (Original) The system of claim 31, wherein the reservation server transmits a software interface to the at least one client device, and wherein the at least one client device uses the software interface to submit the request.

34.   (Original) The system of claim 33, wherein the software interface is one of an applet and a script.

35.   (Currently Amended) The computer implemented method of claim 1, wherein determining if the customized service may be provided based on the customized service

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parameters includes initiating a communication session between a first party associated with the reservation system and a second party associated with a service provider.

36.   (Currently Amended) The computer implemented method of claim 35, wherein the communication session includes at least one of instant messaging, electronic mail messaging, data network telephony, and conventional telephone communication.

37.   (Currently Amended) The computer implemented method of claim 35, wherein the communication session includes a negotiation between the first party and the second party.

38.   (Original) The apparatus of claim 21, wherein the means for determining if the customized service may be provided based on the customized service parameters includes means for initiating a communication session between a first party associated with the reservation system and a second party associated with a service provider.

39.   (Original) The apparatus of claim 38, wherein the communication session includes at least one of instant messaging, electronic mail messaging, data network telephony, and conventional telephone communication.

40.   (Original) The apparatus of claim 38, wherein the communication session includes a negotiation between the first party and the second party.

41.   (Original) The computer program product of claim 11, wherein the third second instructions for determining if the customized service may be provided based on the customized service parameters include instructions for initiating a communication session between a first party associated with the reservation system and a second party associated with a service provider.

42.   (Original) The computer program product of claim of claim 41, wherein the communication session includes at least one of instant messaging, electronic mail messaging, data network telephony, and conventional telephone communication.

43.   (Original) The computer program product of claim 41, wherein the communication session includes a negotiation between the first party and the second party.

44,   (Currently Amended) A computer implemented method of accepting reservation requests in a reservation system, comprising:

receiving a request for a customized service as a result of a user interaction with a web page displayed on a user device, wherein the request includes customized service parameters that are not predefined by the reservation system;

responsive to detecting a customized service request, initiating a real-time communication session between a user associated with the user device and a representative associated with a service provider, wherein one endpoint of the communication session is the user device; and

accepting the request for the customized service if the customized service may be provided by the service provider.

45.   (Currently Amended) The computer implemented method of claim 44, wherein a fee and arrangements for the customized service are negotiated.